

## ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37464  
 Alt Order #: 08876422  
 Product Desc: BERKLEY/SENATE/D  
 Estimate:   
 Flight Dates: 10/02/12 - 10/08/12  
 Original Date / Rev: 10/01/12 / 10/01/12  
 Order Type: GENERAL

 Primary AE:  
 Sales Office:  
 Sales Region:

Agency Name: Shorr Johnson Magnus  
 Buying Contact:   
 Billing Contact:   
1831 Chestnut St.  
Philadelphia, PA 19103

 Billing Type:  
 Billing Calendar:  
 Billing Cycle:  
 Agency Commission:

Advertiser Name: Berkley, Shelley - D-USS  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV1  
 Revenue Codes: AGY, POL, CAND

 New Business Thru:  
 Order Separation:  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	30	\$17,950.00	\$15,257.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$17,950.00	\$15,257.50	0.00
Totals	30	\$17,950.00	\$15,257.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KLAS	30%	\$17,950.00

Market	100%	\$59,833.33
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## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$14,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$2,991.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	10/02/12	10/08/12	CBS This Morning	7-9a CM	7-9a	MTWTF--	:30	5	\$200.00	LV2	0.00	NM	5	\$1,000.00	
CBS This Morning																
EARLY SHOW																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/02/12		10/08/12		MTWTF--		5		\$200.00		0.00						
E 2	8	10/02/12	10/08/12	8 News Now	Noon M-F	CM	12-1230p	MTWTF--	:30	4	\$325.00	LV2	0.00	NM	4	\$1,300.00
8 News Now Noon M-F																

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Advertiser: Berkley, Shelley - D-USS  
 Product Desc: BERKLEY/SENATE/D  
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		4				\$325.00		0.00			
E 3	8	10/02/12	10/08/12	Ellen	CM	3-4p		:30	9	\$425.00	LV2	0.00	NM	9	\$3,825.00
<b>ELLENE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		9				\$425.00		0.00			
E 4	8	10/02/12	10/08/12	Live w/Kelly	CM	9-10a		:30	5	\$1,050.00	LV1	0.00	NM	5	\$5,250.00
<b>KELLY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5	\$1,050.00			0.00					
E 5	8	10/07/12	10/07/12	Sun 9-10p	CM	9-10p		:30	1	\$5,600.00	LV1	0.00	NM	1	\$5,600.00
<b>GOOD WIFE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$5,600.00			0.00					
E 6	8	10/02/12	10/08/12	Craig Ferguson	CM	1237a-137a		:30	5	\$125.00	LV2	0.00	NM	5	\$625.00
<b>C FERGUSON</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5	\$125.00			0.00					
E 7	8	10/07/12	10/07/12	CBS News Sunday Morn@M		CBS Sunday Morn-----S		:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
<b>SUN MORN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$350.00			0.00					
													Totals	30	\$17,950.00